



KNXV

ORDER

Print Date 09/18/12 Page 1 of 3

KNXV-TV
PHOENIX

<u>Contract / Revision</u>	299910	/	Democratic Congressional Campai	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	Agency Com 06/07/12	15% 09/18/12	<u>Billing Contact</u>	<u>Billing Type</u>	Cash		
				<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	DCCC		1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC		
				<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Great American Media			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>				<u>Rev Codes</u>	POL	POL	PARTY
			Sales Office EWSDC	<u>Product Codes</u>	PL		
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			Sales Region NAT	<u>Priority</u>	P-3		
			Agency Ref 2	<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$26,456.25	\$31,125.00	0.00	10/01/12	10/08/12	47	\$26,456.25	\$31,125.00
Totals	47	\$26,456.25	\$31,125.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$26,456.25	\$31,125.00	0.00	10/01/12	10/08/12	47	\$26,456.25	\$31,125.00
Totals	47	\$26,456.25	\$31,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	KNXV	10/02/12	10/05/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	- TWTF--		1	\$125.00								
N 2	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	- TWTF--		1	\$400.00								
N 3	KNXV	10/02/12	10/05/12		CM	7am-9am	- TWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



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Contract / Revision **299910** **Flight Dates** **10/02/12-10/08/12**

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Original Date / Revision 06/07/12 / 09/18/12

Hiatus Dates

Order Sep 00:05:00

Advertiser DCCC

Product Democratic Congressional (Estimate # 1308)

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
				M-F 7-9am											
				M-F 7-9am											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		2	\$400.00	0.00					
N 4	KNXV	10/02/12	10/08/12	M-F 430-5am	CM	430-5am			MTWTF--		:30	4	\$50.00	P-3	0.00 NM
				M-F 430am News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		4	\$50.00	0.00					
				Week: 10/08/12	10/14/12	M-----		1	\$50.00	0.00					
N 5	KNXV	10/07/12	10/07/12	Su 6-7am GMA	CM	6am-7am			-----S		:30	1	\$200.00	P-3	0.00 NM
				Su 6-7am Good Morning ,											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-----S		1	\$200.00	0.00					
N 6	KNXV	10/02/12	10/08/12	M-F 10am-11am	CM	10am-11am			MTWTF--		:30	4	\$400.00	P-6	0.00 NM
				The View											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		4	\$400.00	0.00					
				Week: 10/08/12	10/14/12	M-----		1	\$400.00	0.00					
N 7	KNXV	10/02/12	10/08/12	M-F 11am-12pm	CM	11am-12pm			MTWTF--		:30	4	\$200.00	P-6	0.00 NM
				Right This Minute											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		4	\$200.00	0.00					
				Week: 10/08/12	10/14/12	M-----		1	\$200.00	0.00					
N 8	KNXV	10/02/12	10/08/12	M-F 430pm-5pm	CM	430pm-5pm			MTWTF--		:30	4	\$400.00	P-3	0.00 NM
				The List											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		4	\$400.00	0.00					
				Week: 10/08/12	10/14/12	M-----		1	\$400.00	0.00					
N 9	KNXV	10/02/12	10/05/12	M-F 4pm-430pm	CM	4pm-430pm			-TWTF--		:30	4	\$500.00	P-3	0.00 NM
				4PM News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-TWTF--		4	\$500.00	0.00					
N13	KNXV	10/06/12	10/06/12	Sa 4pm/5pm News	CM	4-430p/5-530p			-----S-		:30	1	\$500.00	P-2	0.00 NM
				Sa 4pm/5pm News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-----S-		1	\$500.00	0.00					
N14	KNXV	10/07/12	10/07/12	Su 5pm News	CM	5pm-530pm			-----S		:30	1	\$500.00	P-2	0.00 NM
				SU 5pm-530pm News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-----S		1	\$500.00	0.00					
N15	KNXV	10/07/12	10/07/12	Sunday Prime A	CM	6pm-7pm			-----S		:30	1	\$3,000.00	P-3	0.00 NM
				AFHV											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-----S		1	\$3,000.00	0.00					
N16	KNXV	10/08/12	10/08/12	Monday Prime C	CM	9pm-10pm			M-----		:30	1	\$5,500.00	P-6	0.00 NM
				Castle											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	M-----		1	\$5,500.00	0.00					
N17	KNXV	10/07/12	10/07/12	Sunday Prime D	CM	9pm-10pm			-----S		:30	1	\$4,000.00	P-3	0.00 NM
				Scandal											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/01/12	10/07/12	-----S		1	\$4,000.00	0.00					



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Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 09/18/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>				
														Spots	Amount			
N17	KNXV	10/07/12	10/07/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-----S	1	\$4,000.00	0.00												
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>							
1	KNXV	10/01/12-10/07/12	Sunday Prime D	9pm-10pm		-----Su		:30	(\$4,000.00)	0.00	NM							
See MG 17.2 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]																		
2	KNXV	10/01/12-10/07/12	Sunday Prime D	9pm-10pm		-----Su		:30	\$4,000.00	0.00	NM							
MG for 17.1 10/07																		
N18	KNXV	10/07/12	10/07/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-----S	1	\$350.00	0.00												
N19	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-TWTF--	4	\$1,000.00	0.00												
Week:	10/08/12	10/14/12	M-----	1	\$1,000.00	0.00												
N20	KNXV	10/02/12	10/08/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-TWTF--	4	\$450.00	0.00												
Week:	10/08/12	10/14/12	M-----	1	\$450.00	0.00												
N21	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-----S	1	\$1,000.00	0.00												
N22	KNXV	10/02/12	10/05/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	-TWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week:	10/01/12	10/07/12	-TWTF--	1	\$250.00	0.00												

*Tax 1 Note: Tax 0.5%.

Totals 47 \$31,125.00